Experiential Quality and Destination Value on Post-Visit Behavior: Mediating Effects of Experiential Satisfaction

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Abstract

Marine tourism dominates nature tourism in Lampung Province. The sustainability of tourism in the marine tourism sector requires continuous tourist visits; tourists from marine tourism destinations can be one of the drivers in the area around tourist destinations and will have an impact on improving Lampung's economy. A survey was given to 243 active Instagram followers of one noted travel agent in Lampung Province using purposive sampling techniques, then PLS-SEM was applied in the analysis. The results of the research reveal that experiential quality has a strong influence on destination value, experiential satisfaction, and post-visit behavior. Destination value is one of the most important determinant factors in its influence on experiential satisfaction and post-visit behavior. Experiential satisfaction acts as a determining factor for post-visit behavior and is able to mediate destination value on post-visit behavior, the role of experiential satisfaction is quite central to tourism research. Marine tourism management can design strategies to increase tourist visits by improving their services because experiential is an expansion construct of service quality which is the main factor of tourist satisfaction and a determinant of post-visit behavior.

Keywords: Company Size (SIZE), Liquidity, Debt to Equity Ratio (DER), Economic Value Added (EVA).

Introduction

The World Tourism Organization (WTO) says that sustainable tourism meets the needs of travelers, the tourism industry, the environment, and the host community. It also takes into account the economic, social, and environmental effects of tourism now and in the future (Rasoolimanesh et al., 2020; Sharif et al., 2021). Sustainable tourism not only exploits but also conserves natural and cultural resources (Matiku et al., 2020), with the goal of disseminating its benefits more widely among stakeholders and communities (Font et., al., 2019). In developing sustainable marine tourism, the use of natural resources is one of the main principles that can support the sustainability of tourism (Drius et., al., 2019; Progoulaki & Theotokas, 2010). Regrowing a sustainable tourism sector is part of the strategic plan of the Indonesian Ministry of Tourism and Creative Economy (Kemenparekraf) (PERMEN Number 9 of 2021 Concerning Guidelines for Sustainable Tourism Destinations, 2021). After the crisis and the COVID-19 outbreak, the government, through the Ministry of Tourism and Creative Economy, encouraged the strengthening of Indonesian tourism that is resilient and not vulnerable to disasters, this is in line with the theme and mission of World Tourism Day, "Rethinking Tourism, from Crisis to Transformation," which was held on September 27, 2022, in Bali, where Indonesia was selected as the country host (World Economic Forum 2022).

Indonesia is one of the lucky countries because it has a large ocean area compared to other countries (Mustika et., al., 2021). According to data from the United Nations Convention on the Law of the Sea (UNCLOS), Indonesia has a total sea area of 5.8 million km2, which includes 2.7 km2 of waters in the Exclusive Economic Zone and 3.2 million km2 of territorial waters. The Ministry of Maritime Affairs and Fisheries of the Republic of Indonesia (2020) explains that the potential for marine tourism in Indonesia is quite promising because it has 20.87 million ha of protected marine, coastal, and small island

areas, a 99,093 km long coastline, and a 3.257 million km wide sea area. In Indonesia, there are several different kinds of marine tourism to choose from, including scientific diving, underwater tourism, conservation tourism, and educational tourism. There are 24 species of marine animals, 850 species of sponges, 590 species of coral, 2,057 species of reef fish, 12 species of seagrass, 34 species of mangroves, 1,512 species of crustaceans, 6 species of turtles, and 463 shipwreck places in Indonesia (United Nations, 1982).

Table 1. Tourist Growth in Lampung Province

Year	International Tourists	Domestic Tourists
2015	95.528	5.530.803
2016	155.053	7.381.774
2017	245.372	11.395.827
2018	274.742	13.101.371
2019	298.063	10.445.855
2020	1.531	2.548.394

Source: Processed data, 2023

Based on Table 1 shows that Lampung is currently one of the provinces that is a destination for Indonesian domestic tourists (Anom et., al., 2022). This sector is experiencing growth every year; in 2019, tourist visits were recorded at 10.4 million, then decreased in 2020 to 2.05 million due to social restrictions during COVID-19 outbreak. As one of the areas in the southern part of the island of Sumatra, Lampung has a fairly large beach and sea tourism area and is a marine-based tourism. Lampung marine-based tourism is a tourist area in 3 regencies, including Bandar Lampung, Pesawaran, and Tanggamus. During the pandemic, this sector was also heavily affected, where the implementation of travel restrictions and prohibitions by the government caused the visit rate to decrease, this situation is exacerbated by conditions many of Lampung Province's tourist destinations are not well recognized to both domestic and international tourists, the majority of visitors are only from Lampung Province (Barusman et., al., 2021).

Table 2. Featured Nature Tourism in Lampung Province

Tourism Object	Classification
Batu Putu Waterfall	Waterfall
Peak Mas	Mountains / Hills
Mutun Beach and Tangkil Island	Marine
Tegal Mas Island and Sari Ringgung Beach	Marine
Klara Beach	Marine
Kelagian Beach	Marine
Pahawang Beach	Marine
Tanjung Putus Beach	Marine
Kiluan Bay	Marine
Pegadung Gigi Hiu Beach	Marine
Balak, Loh, and Lunik Island	Marine
Mount Tanggamus Natural Tourism	Mountains / Hills

Source: primer data, 2023

Based on Table 2 above shows that marine tourism dominates nature tourism in Lampung Province. The sustainability of tourism in the marine tourism sector requires continuous tourist visits; tourists from marine tourism destinations can be one of the drivers in the area around tourist destinations and will have an impact on improving Lampung's economy (Brandão et., al., 2019b; Student et., al., 2020). Sustainable tourism is heavily reliant on the desire of tourists to return (Cheer et., al., 2019), so the main strength is maintaining tourist visits and making their visits seasonal at certain times (Beall et., al., 2020). Post-visit behavior is one of the most debated effects of the tourist experience, even though it is widely known that it affects the success of a destination through the desire to return and the recommendation of a destination to other people (de Nisco et., al., 2015; Marques et., al., 2021).

Post-visit behavior has received significant empirical attention for two equally important outcomes: revisit intention and increased word of mouth (WOM) in the form of recommending them to others (Godovykh & Tasci, 2021; Marques et., al., 2021). There has been much discussion in previous research about this behavior (Mainolfi & Marino, 2020). In previous research, many used the destination loyalty construct to explain this phenomenon (Godovykh & Tasci, 2021), but the use of the destination loyalty construct narrowed the meaning of the impact of post-visit behavior on tourists, so that the researchers brought up a new, more relevant construct, namely post-visit behavior, to explain this phenomenon (Leri & Theodoridis, 2019; Pan et., al., 2020). The emotional feelings the tourist experiences during a visit are the main shapers of this construct. Positive and negative experiences from a tourist visit can stimulate positive and negative emotional feelings; a more extreme finding explained by (Sharma & Nayak, 2019)is that even negative emotions can have a positive impact on tourist behavior because emotional feelings change so rapidly and differently during and after a trip. A pleasant experience increases positive emotions in behavior after a trip, and experiential satisfaction becomes an important determinant factor for post-visit behavior during this phase (H. C. Wu & Li, 2017).

The role of experiential satisfaction is quite central in determine post-visit behavior on tourism research (Bag et., al., 2021), the construct of experiential satisfaction is an extension of the general construct of service satisfaction (H. C. Wu et., al., 2018). Experiential satisfaction is the overall satisfaction that tourists get during their visits to tourist destinations. In previous research, it was known that experiential satisfaction is an important construct that influences it (Tang & Qiu, 2015). Based on the many constructs, there are two that are very rarely used in marine tourism research in Indonesia: experiential quality (H. C. Wu et., al., 2018) and destination value (Huwae et., al., 2020). Experiential quality has been considered in previous research as an antecedent of experiential satisfaction and destination value as well as a predictor of post-visit behavior. Experiential quality is an attribute of self-assessment (internal) on the basis of the evaluation of services perceived (external) by tourists when visiting tourist destinations (H. C. Wu et., al., 2018). The basic difference between service quality, which is more focused on service performance, and the experiential quality is more concerned with the psychological outcomes of the trip's experiences (H. C. Wu & Li, 2017).

Experiential satisfaction also has another important antecedent, namely destination value, this construct is an extension of the destination image and perceived value constructs (Huwae et., al., 2020). In tourism research, these two constructs have

an important role in influencing emotions and stimulating tourist visits, so that in some further research, a new construct is formed to explain this phenomenon more comprehensively, namely by forming a destination value. In the marketing literature for the tourism industry, destination value is able to predict tourist behavior quite precisely and effectively (Ramseook-Munhurrun et., al., 2015). (Chen & Tsai, 2007)research explains that the perceived value of a destination is "the overall results of tourists evaluation based on perceived benefits and costs sacrificed to travel." Destination value, according to previous research, is related to the many attributes offered by a destination based on perceptions or impressions of a tourist destination.

This study intends to develop a new comprehensive model on the major topic of sustainable tourism in Lampung Province to identify the factors that influence visitors' post-visit behavior. The purpose of the study is to identify how experiencing quality and destination value affect post-visit behavior, as well as the mediating role that experiential satisfaction plays in mediating this impact. The Lampung Provincial Tourism Office and other relevant parties, such as marketers or maritime tourism business actors, also greatly benefit from the research's crucial feedback and contributions. They help tourism locations make the most of their resources by boosting post-visit behavior. As a result, travelers will go to and tell others about the Lampung marine tourism areas. Due to this, there will be more tourists in the future.

Literature Review

Marine tourism, as a crucial sector within the broader tourism industry, is inherently dependent on the sea and its surrounding environment, encompassing a diverse range of activities such as sailing, cruising, scuba diving, windsurfing, marine wildlife observation, and various other water-based recreational pursuits that take place both in deep-water locations and along coastal regions, thereby creating a dynamic and immersive experience for tourists who seek to engage with the marine ecosystem, whether through adrenaline-driven water sports or more leisurely beachside activities such as swimming, sunbathing, and shoreline exploration, all of which contribute to the growing appeal of this tourism segment, which has evolved significantly over centuries, tracing its roots back to ancient civilizations where coastal leisure was already valued, later expanding with the advent of organized travel to seaside resorts in the early 19th century and further propelled by the emergence of cruise tourism in the late 19th and early 20th centuries, a trend that has continued to flourish in contemporary times as advancements in travel infrastructure and the increasing demand for oceanic exploration have reinforced the significance of marine tourism as a key driver of economic growth and cultural exchange within the global tourism industry.

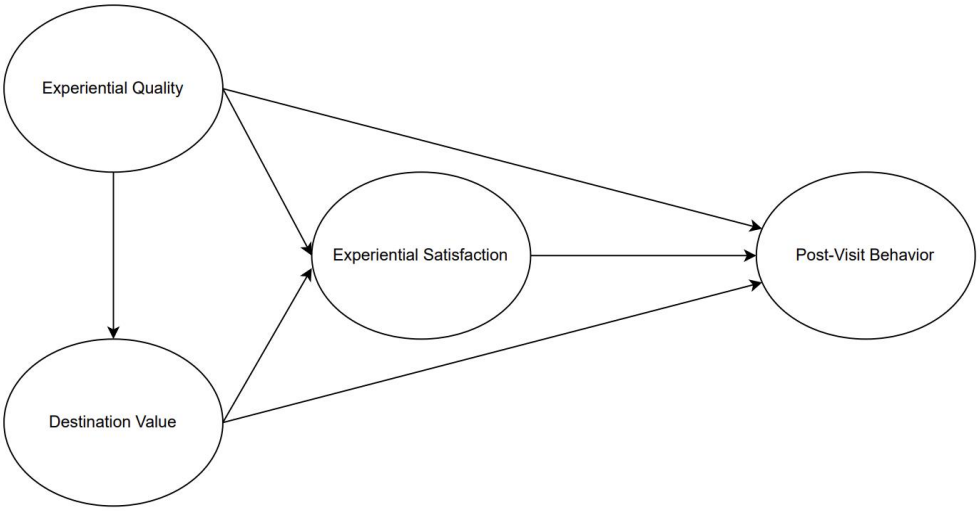

Figure 1. Conceptual Model

Methodology

This study utilizes a structured survey instrument to measure five key constructs: experiential quality, destination value, experiential satisfaction, and post-visit behavior. Each construct is evaluated using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Experiential quality is assessed through four indicators: interaction quality, physical environment quality, outcome quality, and access quality. Destination value is measured by functional, experiential, symbolic, and cost-related aspects. Experiential satisfaction is determined by expectation, preference, and perceived worth, while post-visit behavior is analyzed through destination choice, revisit intention, recommendation willingness, and motivation to attend future events.

The research focuses on domestic tourists visiting Lampung's marine tourism destinations, selecting 243 respondents through a purposive sampling technique. Since prior data collection was unavailable and respondents' identities were unknown, the study followed specific selection criteria, including tourists who had visited a marine tourism site in Lampung within the past two years. Data collection was conducted online using Google Forms from November 2022 to January 2023. The survey targeted active Instagram followers of a well-known travel agency in Lampung Province to ensure the respondents were relevant to the study's objectives.

For data analysis, this study employs both descriptive and inferential statistical methods to examine the proposed research model. Structural Equation Modeling (SEM) using Smart-PLS 4 software is applied due to its capability to handle complex models and test causal relationships between constructs. SEM is particularly suitable for this study as it enables a comprehensive analysis of structural and path relationships, providing valuable insights into the factors influencing tourists' experiences and behaviors. Through this methodological approach, the research aims to contribute to a deeper understanding of experiential quality and post-visit behavioral patterns in marine tourism.

Results and Discussion

The characteristics of the respondents are summarized in Table 3. The characteristics of the respondents are used to support research analysis and find out the background of the tourists who were used as respondents in this study.

Table 3. Characteristics of Respondents

No	Characteristics of Respondents		Percentage
1	Gender	Male	47%
		Female	53%
2	Age	17-30 years-old	22%
		31-45 years-old	41%
		>45 years-old	37%
3	Education	Senior High School	51%
		Bachelor	35%
		Master	12%
		Doctoral	2%
4	Number of Visit	One	17%
		More than one	83%
5	Source of Information	Friend or Family	27%
		Company promotions	5%
		Social Media	43%
		Others	25%

Source: primer data, 2023

Based on the findings above, it is known that the majority of female tourists are 53%, compared to only 47% of men. Based on age, it was dominated by those aged 31–45 years with 41%, more than 45 years with 37%, and 17–30 years with 22%. Based on education, it was dominated by senior high school with 51%, bachelor's degrees with 35%, master's degrees with 12%, and doctoral degrees with 2%. Based on the number of visits, it was dominated by tourists who visited more than one (83%), followed by tourists who only visited once (17%). Based on information sources, it was dominated by social media with 43%, friends or family with 27%, others with 25%, and company promotion with 43%.

a. Outer Model

At the initial analysis stage, an outer model test was carried out, which can be seen in Figure 1. This test is used to determine whether each item can measure the construct properly.

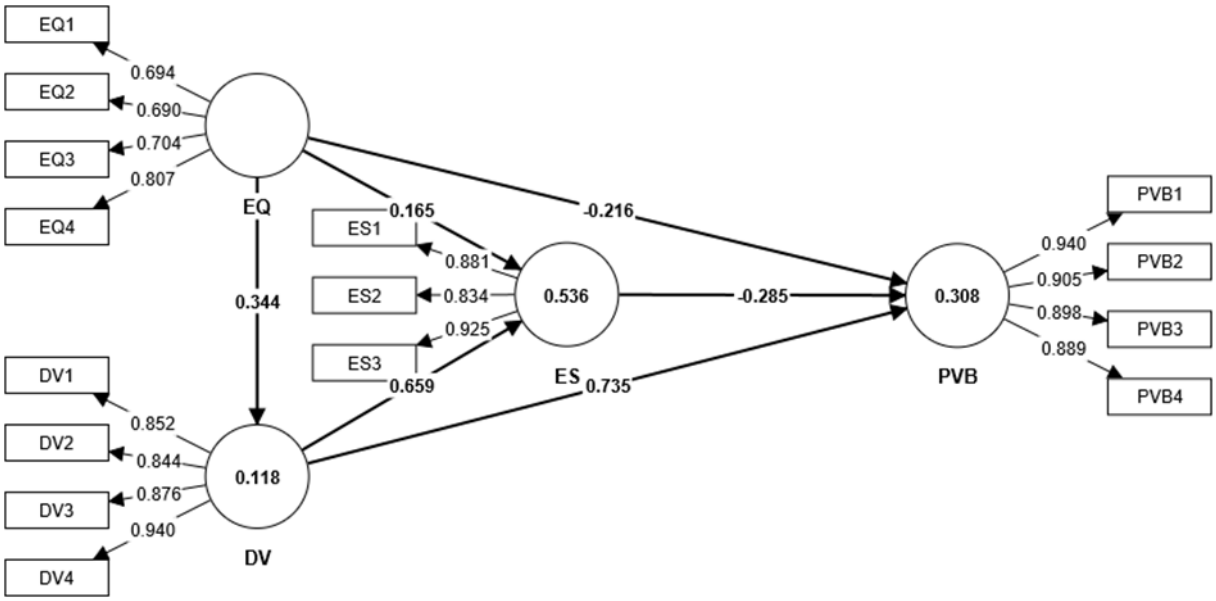

Figure 2. PLS-SEM Algorithm

Validity testing was measured by standard factor loading (SFL), which was more than 0.6, (Hair et., al., 2022)and convergent validity was tested with average variance extracted (AVE) values, which were more than 0.5, so the instrument was concluded to be valid (Gaskin, 2013). In the reliability test, it has a cronbach's alpha value (CA) and composite reliability (CR) of more than 0.7, so the instrument is concluded to be reliable (Lind et., al., 2017; Sekaran & Bougie, 2016). This test is summarized in Table 4 below

Table 4. Validity and Reliability

Construct	Item	SFL	AVE	CA	CR
Experiential Quality	EQ1	.694	.526	.701	.707
	EQ2	.690			
	EQ3	.704			
	EQ4	.807			
Destination Value	DV1	.852	.772	.901	.910
	DV2	.844			
	DV3	.876			
	DV4	.940			
Experiential Satisfaction	ES1	.881	.776	.856	.880
	ES2	.834			
	ES3	.925			
PVB	PVB1	.940	.825	.929	.929
	PVB2	.905			
	PVB3	.898			
	PVB4	.889			

Source: primer data, 2023

In table 4 it is known that all constructs in the research model, namely EQ, DV, ES, and PVB have loading values, AVE, CA, and CR have fulfilled the requirements so that it can be concluded that all items in each construct have fulfilled the validity and

reliability requirements. In the next stage of this model, an inner model test can be carried out to determine the effect between constructs in this research model

b. Inner Model

In the first inner model, a coefficient of determination test was carried out to find out how well this research model explained endogenous variables, then in the second a path analysis was carried out to determine the decision of each hypothesis in this study. The coefficient of determination in the ES construct is known to be 0.536 so that all explanatory constructs namely EQ and DV can explain ES in the strong category (Lind et., al., 2017). The PVB construct is known to be 0.308 so that all explanatory constructs, namely EQ, DV, and ES can explain PVB in the moderate category (Lind et., al., 2017). In Figure 2 below, a path analysis test is carried out by bootstrapping using 5000 subsamples as suggested by Hair et., al. (2022).

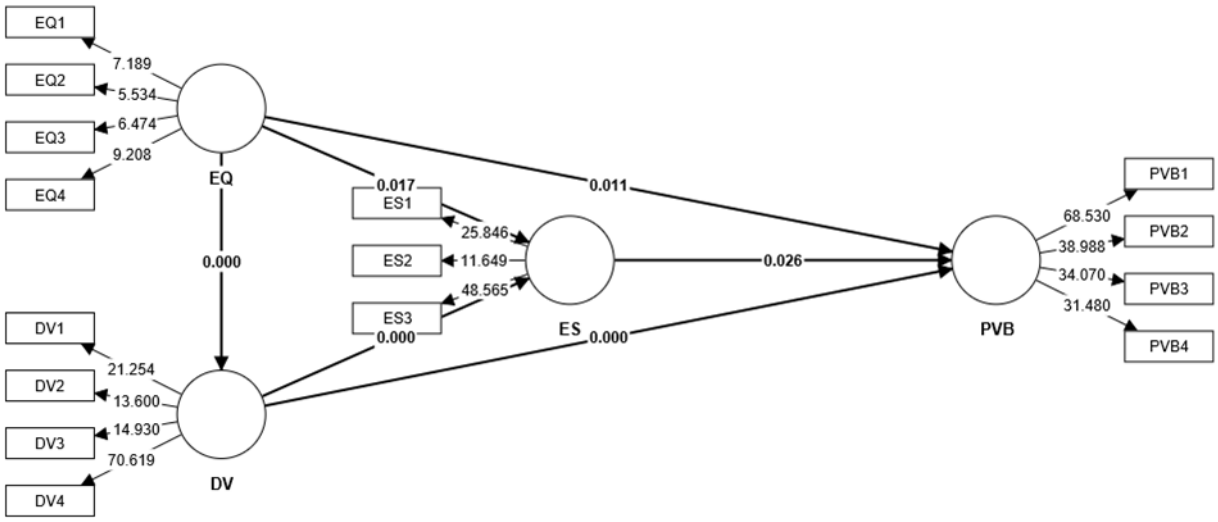

Figure 2. PLS-SEM Algorithm

In Figure 2 above it is known that all items have a t-statistic value of more than 1.96 so that all items can reflect the entire construct well. In the results of the path coefficient used using more detailed results to find out the results of the influence on each construct and determine the hypothesis decision making in this study as contained in Table 5 below.

Table 5. Path Coefficients

Path	(O)	(M)	(STDEV)	(|O/STDEV|)	P values	Decision
EQ -> DV	0.344	0.364	0.092	3.722	0.000	Supported
EQ -> ES	0.165	0.174	0.078	2.125	0.017	Supported
EQ -> PVB	0.216	0.239	0.094	2.306	0.011	Supported
DV -> ES	0.659	0.656	0.078	8.463	0.000	Supported
DV -> PVB	0.735	0.741	0.120	6.131	0.000	Supported
ES -> PVB	0.285	0.273	0.147	1.941	0.026	Supported
EQ -> ES -> PVB	0.047	0.047	0.033	1.423	0.077	Rejected
DV -> ES -> PVB	0.188	0.180	0.103	1.828	0.034	Supported

Source: primer data, 2023

In the results of Table 5 above it is known that EQ has a positive and significant effect on DV with a coefficient value of 0.344 so that EQ has a considerable influence on DV, these results support hypothesis 1 which can be accepted. It is known that EQ and DV have a significant effect on ES with a coefficient value of 0.165 and 0.659 respectively, especially DV has the largest coefficient value in this research model on its effect on ES, these results support hypotheses 2 and 4 which can be accepted. It is known that EQ, DV, and ES have a positive and significant effect on PVB with coefficient values of 0.216, 0.735, and 0.285 respectively, especially for DV which has the largest coefficient in this research model on its effect on PVB, these results support hypothesis 3, 5 and 6 are acceptable. It is known that ES failed to mediate EQ against PVB with a coefficient value of 0.047 and succeeded in mediating DV against PVB with a coefficient value of 0.188 so that hypothesis 7 was rejected while hypothesis 8 was accepted.

Discussion

In the above results it was found that experiential quality has a strong influence on destination value, experiential satisfaction, and post-visit behavior. These results support the findings of previous research conducted by (Huwae *et., al.,* 2020; H.-C. Wu *et., al.,* 2014, 2019). Experiential quality is believed to be one of the important factors in increasing visits to marine tourism attractions in Lampung Province. Destination value is one of the most important determinant factors in its influence on experiential satisfaction and post-visit behavior. This result is in accordance with research conducted by (Huwae *et., al.,* 2020; Ramseook-Munhurrun *et., al.,* 2015). Destination values emphasizing how marine tourism attractions have different values from other tourist objects need to be an important concern and become a differentiator so that it will have an impact on increasing experiential satisfaction and post-visit behavior, especially the intention to recommend. Experiential satisfaction acts as a determining factor for post-visit behavior and is able to mediate destination value on post-visit behavior. This result is in accordance with research conducted by (Bag *et., al.,* 2021; H. C. Wu *et., al.,* 2018) that the role of experiential satisfaction is quite central to tourism research. In this study, it is necessary for managers of marine tourism in Lampung Province to pay attention to the constructs in this study, namely experiential quality, destination value, experiential satisfaction, and post-visit behavior for the sustainability of marine tourism in Lampung Province. The four constructs contained in this research model provide a comprehensive explanation based on the stimulus and emotional aspects of tourists in feeling their experiences when visiting marine tourism attractions and what factors determine their return visits or recommending marine tourism attractions to others based on the experiences they feel. during the visit. Tourism management can design strategies to increase tourist visits by improving their services because experiential is an expansion construct of service quality which is the main factor of tourist satisfaction and a determinant of repeated visits.

Conclusion

The research offers a new research model on marine tourism in Indonesia with a comprehensive model involving several important constructs which are one of the factors of post-visit behavior of tourists. It is known that experiential quality, destination value, and experiential satisfaction play an important role in increasing and post-visit behavior of tourists in Lampung Province. Experiential satisfaction has succeeded in becoming a

mediating variable between destination value and post-visit behavior. This research answers the inconsistencies and enriches the marketing literature, especially related to tourism studies in Indonesia. Marine tourism management can better understand the behavior of their tourists by improving their strategies and services so that it will have an impact on increasing visits in a sustainable manner. The limitations of this study only involved a small number of samples and non-probability sampling so the research findings cannot be generalized. Future research can add several other important variables related to the study of tourism in Indonesia and involve a larger sample..

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